

Informazione Regolamentata n. 1264-52-2025	Data/Ora Inizio Diffusione 10 Dicembre 2025 17:38:58	Euronext Milan
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Societa' : BRUNELLO CUCINELLI

Utenza - referente : BRUNECUCIN04 - Leonardi Luca

Tipologia : 2.4

Data/Ora Ricezione : 10 Dicembre 2025 17:38:58

Data/Ora Inizio Diffusione : 10 Dicembre 2025 17:38:58

Oggetto : Start of share buyback programme

Testo del comunicato

Vedi allegato



BRUNELLO CUCINELLI

Press Release

CASA DI MODA BRUNELLO CUCINELLI: Start of share buyback programme

Solomeo, 10th December 2025 - Brunello Cucinelli S.p.A. (the "Company"), in implementation of the shareholders' resolution approved on 29th April 2025 and of the Board of Directors' resolution approved today, hereby announces that it has given a mandate to Mediobanca - Banca di Credito Finanziario S.p.A. to start the share buyback programme (the "Programme") on 11th December 2025 on behalf of the Company, in full independence, in compliance with the applicable regulations and with the provisions of the shareholders' resolution.

The Programme will be executed under the *safe harbour* regime pursuant to Article 5 of Regulation (EU) No. 596/2014. Details of the Programme pursuant to Article 144 *bis*, paragraph 3, of the CONSOB Regulation adopted by Resolution No. 11971/1999 (the "Issuers' Regulations") and Article 2, paragraph 1, of the Delegated Regulation (EU) No. 1052/2016 are set out below:

- **Purpose of the Programme:** the Programme is aimed at the purchase of Brunello Cucinelli S.p.A. ordinary shares, to be used to service the "*2024-2026 Stock Grant Plan*", which provides for the assignment of Brunello Cucinelli S.p.A. ordinary shares to the Managing Directors and other beneficiaries chosen from among the directors and/or employees of the Company and its subsidiaries (the "Beneficiaries"). In particular, the Programme is related to the unique tranche of rights granted to the Beneficiaries, as better specified in the Information Document relating to the "*2024-2026 Stock Grant Plan*" approved by the Company's Board of Directors on 14th March 2024 (<https://investor.brunellocucinelli.com/en/governance/shareholders-meetings/2024>).
- **Maximum number of shares and maximum disbursement:** a maximum of no. 100,000 Brunello Cucinelli S.p.A. ordinary shares, without nominal value, representing about 0.15% of the Company's share capital, may be purchased in implementation of the Programme. This quantity is equal to 50% of the maximum number of no. 200,000 shares (representing approximately 0.29% of the Company's share capital) envisaged by the "*2024-2026 Stock Grant Plan*". The maximum number of own shares that may be purchased must, in any case, be contained within the legal limits (1/5 of the entire share capital, pursuant to the provisions of Article 2357, paragraph 3, of the Italian Civil Code), as resolved by the Shareholders' Meeting. It should be noted that, as of today, the Company does not hold any of its own shares and none of its subsidiaries hold Brunello Cucinelli S.p.A. shares. The envisaged maximum purchase outlay for the execution of the Programme, taking into account the closing price of the Brunello Cucinelli S.p.A. share recorded on 9th December 2025, equal to Euro 92.6, increased by 10%, should be of Euro 10,186,000 approx.
- **Minimum and maximum price and quantity of shares purchased:** purchases of own shares will be made at price conditions in compliance with the provisions of Article 3, paragraph 2, of Delegated Regulation (EU) 1052/2016 and, therefore, at a price no higher than the highest price between (I) the price of the last independent transaction and (II) the price of the highest current independent bid on the trading venue where the purchase is made. Purchases shall be made at a price per Brunello Cucinelli S.p.A. ordinary share that does not deviate, above or below, by more than 10% of the reference price of Brunello Cucinelli S.p.A. shares recorded in



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the trading session on the day prior to each individual transaction, as resolved by the Shareholders' Meeting. In accordance with the provisions of Article 3, paragraph 3, of Delegated Regulation (EU) 1052/2016, the quantity of shares purchased on each trading day will not exceed 25% of the average daily volume of Brunello Cucinelli S.p.A. ordinary shares traded on the trading venue where the purchase is made, calculated on the basis of the average daily trading volume in the 20 (twenty) trading days prior to the date of purchase.

- **Duration of the Programme:** the Programme shall commence on 11th December 2025 and shall last until the purchase of the entirety of the shares covered by the Programme but, in any case, no later than 29th October 2026.
- **Purchase operating procedures:** the purchase programme will be coordinated by Mediobanca - Banca di Credito Finanziario S.p.A., which will carry out the purchases in full independence. The purchases will be carried out in compliance with Article 132 of Legislative Decree 58/1998, Article 144-bis, paragraph 1, letter b) of the Issuers' Regulations, as well as in compliance with Regulation (EU) No. 596/2014, Delegated Regulation (EU) 1052/2016 and the market practices admitted by CONSOB, where applicable. It is understood that the purchases will be made in line with the provisions of the same Shareholders' Meeting authorisation.

Any subsequent changes to the Programme will be promptly disclosed to the public in the manner and terms provided for by the regulations in force.

Pursuant to Article 5(1)(b) and (3) of Regulation (EU) 596/2014 and Article 2 of Delegated Regulation (EU) 1052/2016, the Company will disclose in aggregate and in detailed form the transactions carried out under the Programme to CONSOB and the market, including by means of publication on its website, in accordance with the timeframe provided for by the applicable regulations.

Brunello Cucinelli S.p.A. is an Italian Casa di Moda founded in 1978 by the eponymous designer and entrepreneur and is listed on the medium and large companies stock exchange (MTA) of Borsa Italiana (now Euronext). Long rooted in the medieval Umbrian hamlet of Solomeo, the company is guided by an entrepreneurial philosophy that focuses on the major themes of "Harmony with Creation", respect for the dignity of every living being, and the pursuit of balanced growth in full accordance with the ethical values embodied in the founding principles of Humanistic Capitalism and Human Sustainability.

Initially specialising in the production of cashmere of the highest quality, the brand has expanded to include a lifestyle and ready-to-wear and casual chic offer, expressing a refined, discreet, yet versatile and everyday style. The collections seek to interpret the most authentic spirit of the Italian way of life, recreating with passion and ethics a taste perpetually balanced between elegance, creativity, contemporaneity and craftsmanship, one rooted in the values of tailoring and high craftsmanship peculiar to the Italian tradition and the Umbrian region, and deftly combined with an emphasis on innovation and contemporary style. Through a path of healthy, fair and sustainable development, the company seeks to generate profits with integrity and harmony, while respecting the moral and economic dignity of the more than 3,300 people who work for our Group.

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